

What is Claimed is:

1. *Int'l* A method for gathering marketing information from a player, the method comprising:
 - (a) transmitting a marketing question to a player proximate in space to a compensation dispensing machine;
 - (b) receiving a response to said marketing question from the player; and
 - (c) transmitting, to the compensation dispensing machine, a signal to compensate the player.
2. The method according to claim 1, further comprising:
 - (d) receiving player information.
3. The method according to claim 2, wherein said player information comprises a gambling history of the player.
4. The method according to claim 2, wherein said step (d) comprises at least one of:
 - (1) receiving a player identifier;
 - (2) using said player identifier to access player information from a database;
 - (3) identifying said marketing question appropriate for the player;
 - (4) determining an appropriate time to ask said marketing question; and
 - (5) transmitting said marketing question to the player at said appropriate time.
5. The method according to claim 4, wherein said appropriate time is at least one of:
 - a time when there is no interruption;
 - a time when the player is losing;
 - a time when a reel is spinning; and
 - a time when a coin is dropping.
6. The method according to claim 1, further comprising:
 - (d) receiving a marketing question and a marketing pool definition.
7. The method according to claim 6, wherein said step (d) comprises at least one of:
 - (1) prioritizing a plurality of players;
 - (2) choosing a highest priority player of said plurality of players;
 - (3) identifying a player not already slated to participate in a different marketing program of said plurality of players;
 - (4) identifying a player of said plurality of players having a losing gambling history and satisfying said marketing pool definition;

22 an auxiliary benefit comprising at least one of:

23 a free meal,
24 a subsidized meal,
25 a free room, and
26 a subsidized room.

1 13. The method according to claim 1, wherein said step (c) comprises:

2 (1) transmitting said compensation in a time period proximate to receipt of said
3 response from the player.

1 14. The method according to claim 1, wherein said compensation dispensing machine comprises
2 at least one of:

3 a slot machine;
4 a gaming machine;
5 a point-of-sale (POS) terminal;
6 a vending machine;
7 a digital audio dispensing machine;
8 a digital music dispensing machine;
9 a digital video dispensing machine;
0 a kiosk;
1 a ticket dispenser;
2 a stamp dispenser; and
3 an automated teller machine (ATM).

1 15. The method according to claim 1, further comprising:

2 (d) formatting marketing program results based on said responses.

1 16. The method according to claim 15, further comprising:

2 (e) transmitting said marketing program results to a marketer.

1 17. The method according to claim 1, wherein said step (c) comprises at least one of:

2 (1) transmitting tangible compensation to the player;
3 (2) transmitting said compensation to the player upon receiving said response;
4 (3) transmitting said compensation to the player via an automated device; and
5 (4) transmitting said compensation proximate in time to receiving said response.

1 18. The method according to claim 1, wherein said compensation comprises at least one of:

2 an erasure of a debt;

6

1 21. The method of claim 1, wherein the response is received verbally.

1 22. The method of claim 1, wherein the response is received via manual input.

1 23. A method for gathering marketing information from a player, the method comprising:
2 (a) transmitting a marketing question to a player;
3 (b) receiving a response to said marketing question from the player; and
4 (c) transmitting a signal causing a compensation dispensing machine to provide
5 compensation to the player at a time proximate to receipt of said response.

6 24. The method according to claim 23, wherein said compensation dispensing machine is
7 proximate in space to the player.

8 25. The method according to claim 23, wherein said compensation dispensing machine
9 comprises at least one of:
10 a slot machine;
11 a gaming machine;
12 a point-of-sale (POS) terminal;
13 a vending machine;
14 a digital audio dispensing machine;
15 a digital music dispensing machine;
16 a digital video dispensing machine;
17 a kiosk;
18 a ticket dispenser;
19 a stamp dispenser; and
20 an automated teller machine (ATM).

21 26. The method according to claim 23, wherein said compensation comprises at least one of:
22 a payment;
23 an increase in odds;
24 an additional bonus payment amount;
25 compensation to offset a gambling loss;

6 an erasure of a debt;
7 an erasure of a gambling loss;
8 a waiver of an otherwise due required purchase or payment;
9 cash;
10 credit;
11 a gambling token;
12 an increase in odds of winning;
13 an increased prize table;
14 an insurance protection against a loss;
15 an ability to play a higher denomination currency gaming machine for a lower
16 denomination currency;
17 a free use of an extra slot in a multi-slot slot machine;
18 an ability to play for free;
19 an ability to have winnings rounded up to a higher level;
20 an entertaining video clip;
21 an entertaining audio clip;
22 an entertaining music clip; and
23 an auxiliary benefit comprising at least one of:
24 a free meal,
25 a subsidized meal,
26 a free room, and
27 a subsidized room.

28. The method according to claim 23, wherein said step (a) comprises:

29 (1) transmitting said marketing question to the player at an appropriate time.

30. The method according to claim 23, wherein said step (a) comprises at least one of:

31 (1) determining a marketing pool definition;
32 (2) identifying a player within said marketing pool definition;
33 (3) receiving a marketing question from a marketer;
34 (4) selecting a marketing question for the player;
35 (5) determining a marketing question that is appropriate for said marketing pool
36 definition;
37 (6) selecting the player to participate if the player has previously indicated a
38 willingness to participate; and
39

10 (7) providing a different offer of compensation for a player who has declined to
11 participate in a marketing program in hopes of garnering participation.

1 29. The method according to claim 23, wherein said step (b) comprises:

2 (1) receiving said response wherein said response comprises at least one of:
3 feedback;
4 a commitment; and
5 an acceptance of a proposed agreement.

1 30. The method according to claim 23, wherein said step (b) comprises:

2 (1) determining said compensation amount based on said response.

1 31. The method according to claim 23, wherein said step (b) comprises:

2 (1) receiving said response from at least one of:
3 a network communications system;
4 a keypad;
5 a keyboard;
6 a touchscreen;
7 a voice recognition system;
8 an audio input via a microphone;
9 a video input via a camera; and
0 a key.

1 32. The method according to claim 23, wherein said step (c) comprises:

2 (1) directing said compensation dispensing machine to provide said
3 compensation.

1 33. The method according to claim 23, wherein said step (c) comprises at least one of:

2 (1) providing compensation including marketing program items including at least
3 one of coupons, demonstrations, discounts, trials, and gift certificates;
4 (2) placing an advertising logo on a payline;
5 (3) retroactively activating a payline in exchange for gambling plays;
6 (4) providing said compensation dependent upon said response of the player;
7 and
8 (5) providing said compensation dependent upon losses of the player tracked via
9 at least one of:
10 a player tracking card,

a record of a slot machine, and
an observation.

- 34. The method according to claim 23, further comprising:
 - (d) receiving player information.
- 35. The method according to claim 34, wherein said step (d) comprises:
 - (1) receiving a player identifier (ID).
- 36. The method according to claim 34, wherein said step (d) comprises:
 - (1) using said player identifier to access player information from a database.
- 37. The method according to claim 34, wherein said step (d) comprises:
 - (1) identifying said marketing question appropriate for the player.
- 38. The method according to claim 34, wherein said step (d) comprises:
 - (1) determining an appropriate time to ask said marketing question.
- 39. The method according to claim 38, wherein said step (a) comprises:
 - (1) transmitting said marketing question to the player at said appropriate time.
- 40. The method according to claim 38, wherein said appropriate time is at least one of:
 - a time when there is no interruption;
 - a time when the player is losing;
 - a time when a reel is spinning; and
 - a time when a coin is dropping.
- 41. The method according to claim 34, wherein said player information comprises at least one of:
 - a name;
 - a mailing address;
 - a place of birth;
 - an identifier;
 - an email address;
 - a phone number;
 - a demographic;
 - a psychographic;
 - a product preference; and
 - a purchasing history.

1 42. The method according to claim 34, wherein said player information is accessed from at least
2 one of:

3 a tracking card;
4 a survey;
5 a form; and
6 a slot machine.

1 43. The method according to claim 23, further comprising:

2 (d) transmitting said response to said marketing question to a marketer.

1 44. A system that gathers marketing information comprising:

2 a compensation dispensing machine that delivers a tangible benefit to a player proximate in
3 space to said compensation dispensing machine, said tangible benefit compensates the player that
4 provides a response to a marketing question;

5 a server coupled to said compensation dispensing machine that transmits said marketing
6 question to said compensation dispensing machine, and receives said response from said
7 compensation dispensing machine; and

8 a network coupled to said server.

1 45. The system of claim 42, further comprising:

2 a product fulfillment branch coupled to said network.

1 46. The system of claim 42, further comprising:

2 a marketing terminal coupled to said network configured to send said marketing questions to
3 said server for transmission to said compensation dispensing machine.

1 47. The system according to claim 42, wherein said compensation dispensing machine comprises
2 at least one of:

3 a slot machine;
4 a gaming machine;
5 a point-of-sale (POS) terminal;
6 a vending machine;
7 a digital audio dispensing machine;
8 a digital music dispensing machine;
9 a digital video dispensing machine;
10 a kiosk;
11 a ticket dispenser;

12 a stamp dispenser; and
13 an automated teller machine (ATM).

1 48. The system according to claim 42, wherein said compensation dispensing machine is
2 operable to deliver to the player in a time period proximate to said response a tangible benefit.

1 49. A computer program product on a computer usable medium, the computer program product
2 including program logic enabling a computer to gather marketing information from a player, the
3 program logic comprising:

4 a transmitting logic module enabling a computer to transmit a marketing question to a player;
5 a response receipt logic module enabling the computer to receive a response to said
6 marketing question from the player; and
7 a signal transmission logic module enabling the computer to transmit a signal causing a
8 compensation dispensing machine to provide compensation to the player at a time proximate to
9 receipt of said response.

1 50. A computer program product on a computer usable medium, the computer program product
2 including program logic enabling a computer to gather marketing information from a player, the
3 program logic comprising:

4 a transmitting logic module enabling a computer to transmit a marketing question to a player
5 proximate in space to a compensation dispensing machine;
6 a response receipt logic module enabling the computer to receive a response to said
7 marketing question from the player; and
8 a signal transmission logic module enabling the computer to transmit a signal to said
9 compensation dispensing machine providing compensation to the player.

1 51. A system that gathers marketing information from a player, the system comprising:
2 a question transmitter that transmits a marketing question to a player;
3 a receiver that receives a response responsive to said marketing question from the player;
4 and
5 a compensation signal transmitter that transmits a signal causing a compensation dispensing
6 machine to provide compensation to the player at a time proximate to and responsive to receipt of
7 said response.

1 52. A system that gathers marketing information from a player, the system comprising:
2 a question transmitter that transmits a marketing question to a player proximate in space to a
3 compensation dispensing machine;

4 a receiver that receives a response responsive to said marketing question from the player;
5 and
6 a compensation signal transmitter that transmits a signal to said compensation dispensing
7 machine, the signal responsive to said response thereby providing compensation to the player.

1 53. A system for bringing together marketing information from a player, the system comprising:
2 means for sending a marketing question to a player;
3 means for accepting a response responsive to said marketing question from the player; and
4 means for triggering a means for distributing compensation to the player at a time proximate
5 to receipt of and responsive to said response.

1 54. A system for bringing together marketing information from a player, the system comprising:
2 means for sending a marketing question to a player proximate in space to a means for
3 distributing compensation;
4 means for accepting a response responsive to said marketing question from the player; and
5 means for triggering said means for distributing compensation to the player.

1 55. A signal modulated on a carrier, said signal operable to gather marketing information from a
2 player, the signal comprising:
3 a marketing question being sent to a player;
4 a response responsive to said marketing question accepted from the player; and
5 a trigger operable to distribute compensation to the player at a time proximate to receipt of
6 and responsive to said response.

1 56. A signal modulated on a carrier, said signal operable to gather marketing information from a
2 player, the signal comprising:
3 a marketing question being sent to a player proximate in space to a compensation distributing
4 machine;
5 a response responsive to said marketing question accepted from the player; and
6 a trigger operable to distribute compensation to the player.

1 57. A method for capturing marketing information comprising:
2 (a) receiving a marketing question at a compensation dispensing machine proximate in
3 space to a player;
4 (b) sending a response to said marketing question from the player; and
5 (c) receiving a signal to provide compensation to the player at said compensation
6 dispensing machine.

1 58. A method for capturing marketing information from a player comprising:
2 (a) receiving a marketing question at a compensation dispensing machine;
3 (b) sending a response to said marketing question from a player; and
4 (c) receiving, at said compensation dispensing machine, a signal to provide
5 compensation dispensing machine providing compensation to the player at a time proximate
6 to sending of said response.

1 59. A system that captures marketing information comprising:
2 a question receiver that receives a marketing question at a compensation dispensing machine
3 proximate in space to a player;
4 a responder that sends a response to said marketing question from the player; and
5 a signal receiver that receives a signal at said compensation dispensing machine that
6 causes said compensation dispensing machine to provide compensation to the player.

1 60. A system that captures marketing information comprising:
2 a question receiver that receives a marketing question at the location of a player;
3 a responder that sends a response to said marketing question from the player; and
4 a signal receiver that receives a signal that causes said compensation dispensing machine to
5 provide compensation to the player at a time proximate to said response.

1 61. A method for a player to be compensated for responding to marketing questions comprising:
2 (a) receiving a marketing question at a compensation dispensing machine proximate in
3 space to a player;
4 (b) indicating a response to said marketing question by the player; and
5 (c) receiving compensation from said compensation dispensing machine.

1 62. The method according to claim 61, wherein said step (c) comprises:
2 (1) receiving compensation in response to said indicating a response.

1 63. A method for a player to be compensated for responding to marketing questions comprising:
2 (a) receiving a marketing question;
3 (b) indicating a response to said marketing question; and
4 (c) receiving compensation from said compensation dispensing machine at a time
5 proximate to a second time corresponding to said indicating of said response.

1 64. A system that compensates a player for responding to marketing questions comprising:

2 a compensation dispensing machine proximate in space to a player operative to receive a
3 marketing question; and

4 a response transmitter operative to transmit a response responsive to said marketing
5 question, wherein said compensation dispensing machine is operative to dispense compensation to
6 the player responsive to said response transmitter.

1 65. A system that compensates a player for responding to marketing questions comprising:
2 a compensation dispensing machine operative to receive a marketing question; and
3 a response transmitter operative to transmit a response responsive to said marketing
4 question, wherein said compensation dispensing machine is operative to dispense compensation to
5 the player responsive to said response transmitter and at a time proximate to transmission of said
6 response.

1 66. A method for gathering marketing information from a player, the method comprising:
2 (a) preparing at least one marketing question and compensation for transmission to a
3 controller, wherein the controller is operative to perform the steps of:
4 (1) transmitting said at least one marketing question to a player,
5 (2) providing responses to said at least one marketing question from the player,
6 and
7 (3) providing said compensation to the player at a compensation dispensing
8 machine at a time proximate to said providing responses; and
9 (b) receiving said responses to said marketing question from the controller.

1 67. A method for gathering marketing information from a player, the method comprising:
2 (a) preparing at least one marketing question and compensation for transmission to a
3 controller, wherein the controller is operative to perform the steps of:
4 (1) transmitting said at least one marketing question to a player proximate in
5 space to a compensation dispensing machine,
6 (2) providing at least one response to said at least one marketing question from
7 the player, and
8 (3) providing said compensation to the player; and
9 (b) receiving said responses to said marketing question from the controller.

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